S&MM

1981 INDEX

A complete list of all the features that appeared in Sales & Marketing Management in 1981, including those in S&MM's *Surveys*, Special Reports, and Special Sections; also, S&MM Short Takes, Barometers, Marketgraphs, Salesgraphs, Departments, and Reader's Postscripts. This index does not include S&MM's Significant Trends or Newsletters.

Key to abbreviations
SR Special Report
SS Special Section

Compiled by S&MM librarian Dick Kern

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